

90TH CONGRESS
1ST SESSION

S. 2395

IN THE SENATE OF THE UNITED STATES

SEPTEMBER 12 (legislative day, SEPTEMBER 11), 1967

Mr. KENNEDY of New York (for himself and Mr. RANDOLPH) introduced the following bill; which was read twice and referred to the Committee on Commerce

A BILL

To direct the Federal Communications Commission to establish regulations prohibiting certain broadcasting of advertising of cigarettes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*
3 That part I of title III of the Communications Act of 1934 is
4 amended by inserting at the end thereof a new section as
5 follows:

6 "PROHIBITION OF CERTAIN BROADCASTING OF ADVERTISING
7 OF CIGARETTES

8 "SEC. 331. The Commission shall establish, and make
9 effective not later than six months after the effective date of
10 this section, such regulations as may be necessary to (1) pro-

hibit any licensee from broadcasting any advertising of cigarettes between such hours and in connection with such types of programs as the Commission determines would be most likely to influence children of elementary or secondary school age, and (2) regulate the total amount of such advertising broadcast to such extent as the Commission determines for the purpose of protecting the health and welfare of the public, and particularly children of elementary or secondary school age."

APPENDIX A

1. The Commission has determined that the following advertising is prohibited:

2. Any advertising which is broadcast during the hours of 7:00 a.m. to 7:00 p.m.

3. Any advertising which is broadcast during the hours of 7:00 a.m. to 7:00 p.m.

4. Any advertising which is broadcast during the hours of 7:00 a.m. to 7:00 p.m.

5. Any advertising which is broadcast during the hours of 7:00 a.m. to 7:00 p.m.

6. Any advertising which is broadcast during the hours of 7:00 a.m. to 7:00 p.m.

7. Any advertising which is broadcast during the hours of 7:00 a.m. to 7:00 p.m.

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By Mr. KENNEDY of New York and
Mr. RANDOLPH

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